

WADEANDERSON CAPM
Art Director & Project Manager

Where Creative Vision Meets Operational Excellence | Award-Winning Brand Strategist



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25 YEARS
experience **designing** and **managing**
brands for **Fortune 500** companies

10 NATIONAL AWARDS
acknowledging excellence in graphics,
production and customer service

PM Certified Project Manager



Calvin Klein



SHOPPERS
DRUG MART

philosophy



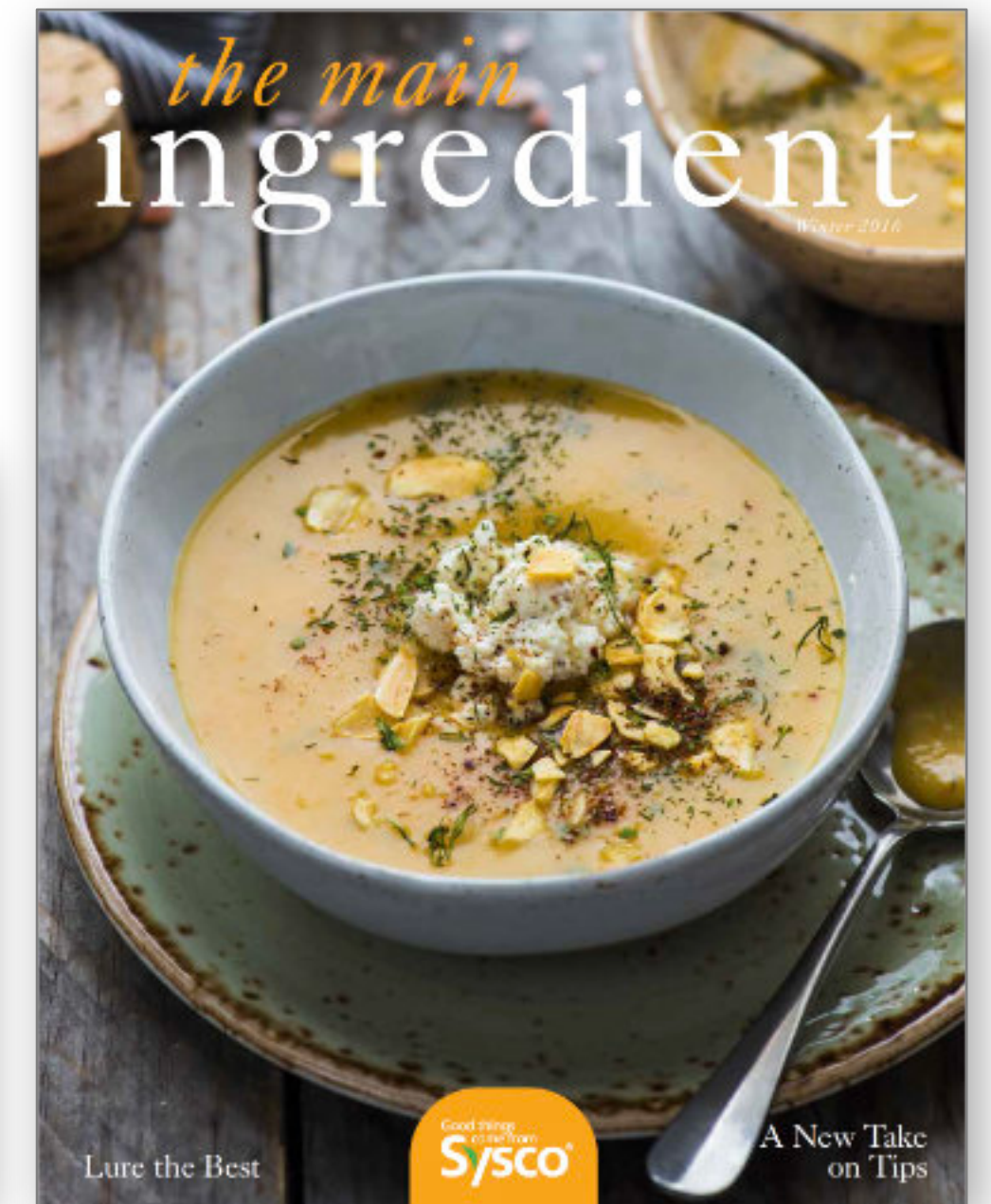
ROGERS

Sysco

MARC JACOBS

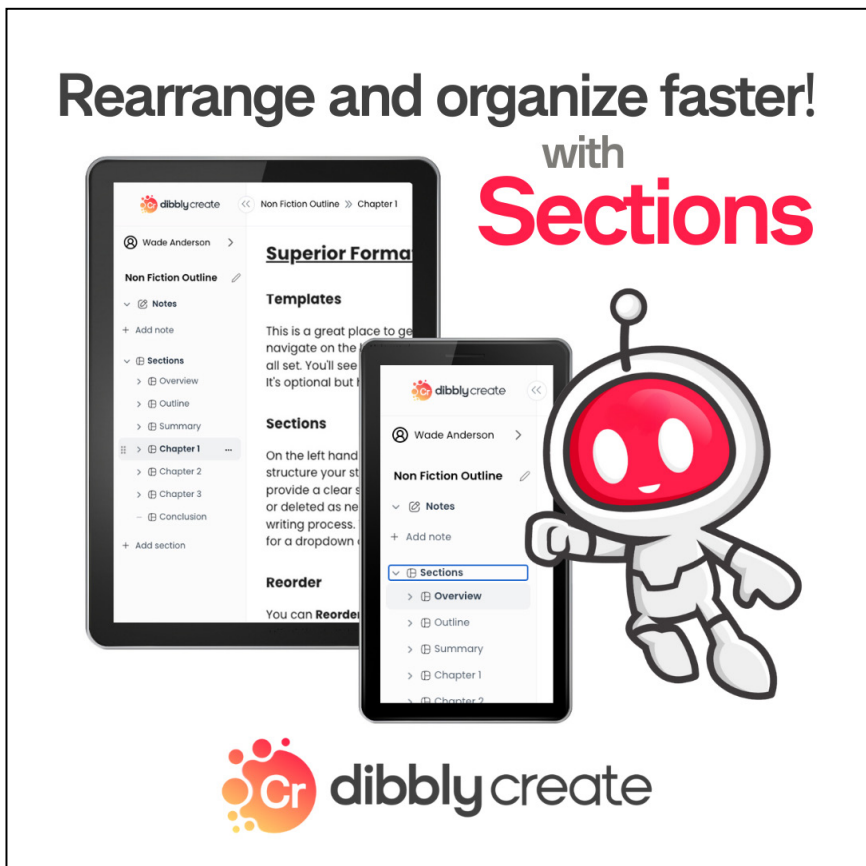


ART
DIRECTION
CPG

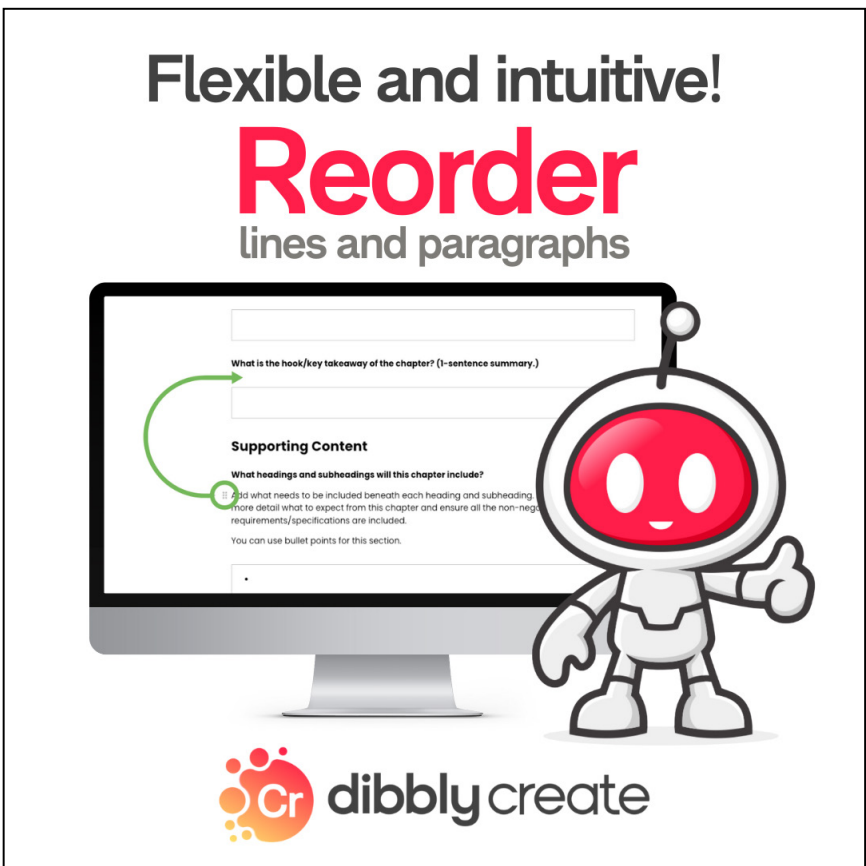




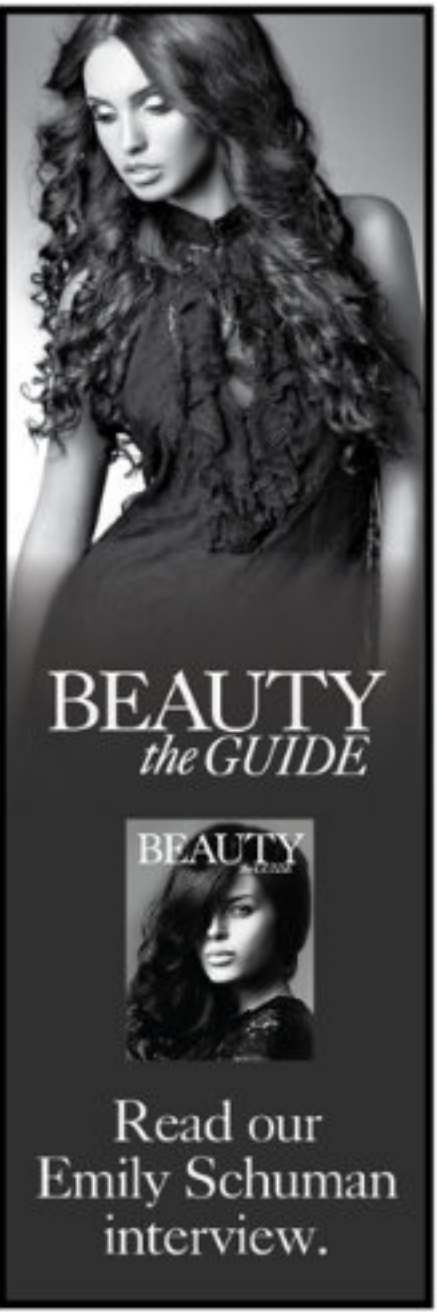
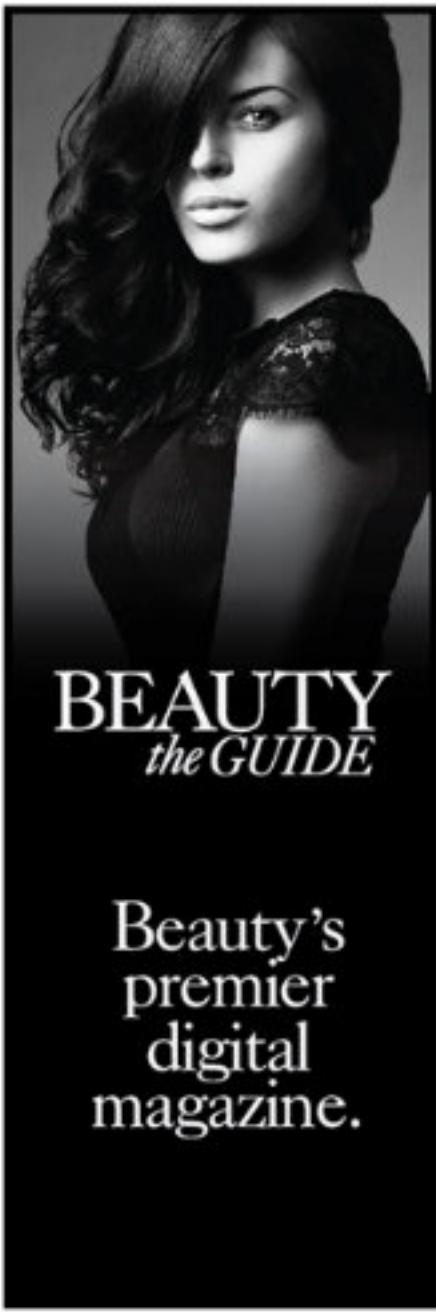
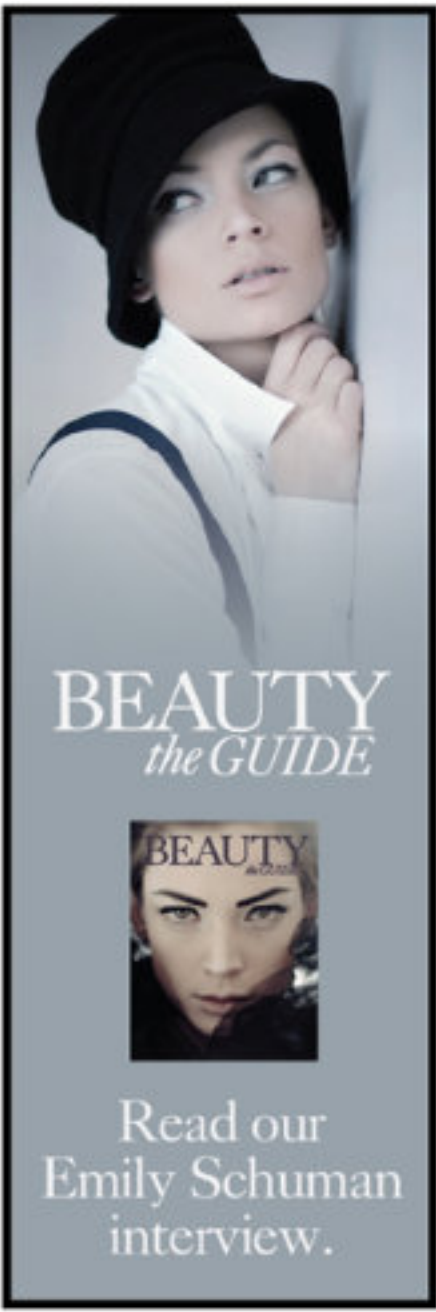
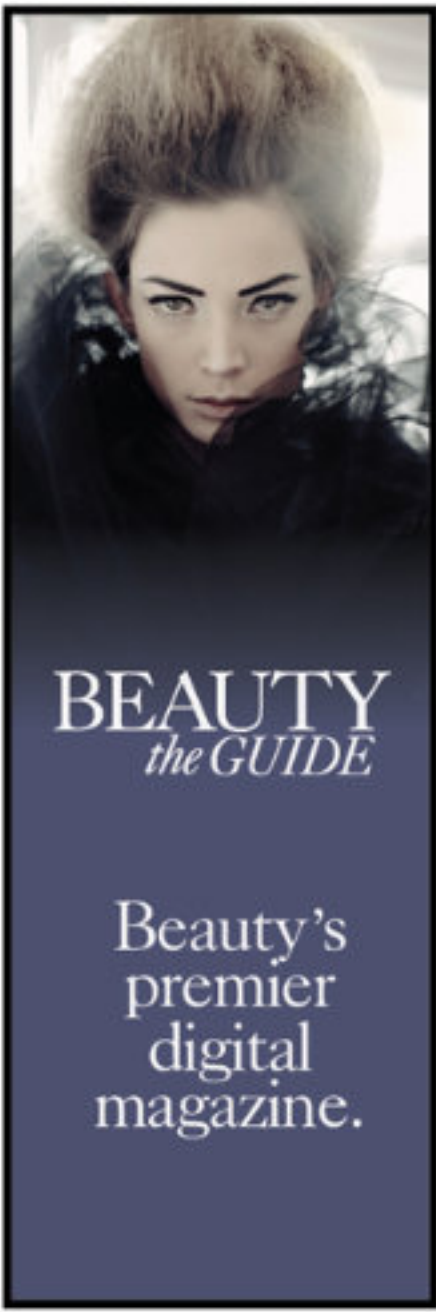
This is a great place to get started in Dibbly Create. It provides a framework for your project. Simply navigate on the left hand menu, choose **Templates**, select the one you prefer and you're all set. You'll see the created structure reflected in the **Sections** tab on the left hand side. It's optional but highly recommended for a solid beginning.



On the left hand side of the page you will see **Sections** which are a way to organize and structure your story. They help you break it down into manageable pieces and provide a clear structure for your writing process. **Sections** can be rearranged, duplicated or deleted as needed, allowing you to easily adjust the structure during the writing process. This is as simple as drag and drop.



You can **Reorder lines and paragraphs** in a flexible and intuitive way. Use the 6 dots icon to the left of the paragraph and drag it to the new position within the section. You will see a visual indicator showing the new position as you drag!



ART DIRECTION National Campaigns





PROJECT DEEP DIVE

Challenge

Canadian Tire was confronted with a major branding obstacle. Over the years, the company developed more than 70 private labels, leading to significant product category redundancies while leaving other areas inadequately represented.

Action

My team and I seized a unique opportunity to steer Canadian Tire through a comprehensive packaging rebranding initiative. Our objective was to reduce the house brand portfolio from 72 to 36. This entailed a meticulous assessment of each brand's market equity to determine which should be preserved and which should be phased out. We revitalized established brands such as MotoMaster and MasterCraft while introducing innovative options to expand the product lineup. Our evaluation underscored the necessity of creating new brands like Broadstone and the award-winning Blue Planet.

Result

The rebrand project proved immensely successful, driving up Canadian Tire's market share amidst the expansion of Walmart into Canada, solidifying Canadian Tire's position as a beloved national institution.

MotoMaster Brand Logo Guidelines

large scale logo - bilingual, various backgrounds

This is the preferred treatment of the master logo and should be the first choice when using the brand.



60 mm WIDE OR LARGER



2c reverse

1c inline reverse

1c shape positive



BRANDING Case Study





BRAND POSITIONING

Challenge

Sysco tasked my creative team to design their new fleet graphics, as they transitioned from traditional B2B marketing strategies to a hybrid model that embraced B2C elements.

Action

We embarked on a fresh strategic direction, encapsulated in the new positioning statement, "Sysco, At the Heart of Food and Service." The positive reception prompted Sysco's senior leadership to assign us the task of revitalizing their corporate identity from "Good things come from Sysco" to this new vision. Our team crafted detailed brand standards for each marketing division, initiated innovative national advertising campaigns and ensured consistent brand management across the entire corporate portfolio.

Result

What began as a singular initiative expanded to include the entire global communications strategy across every marketing channel.



Tomato



Avocado



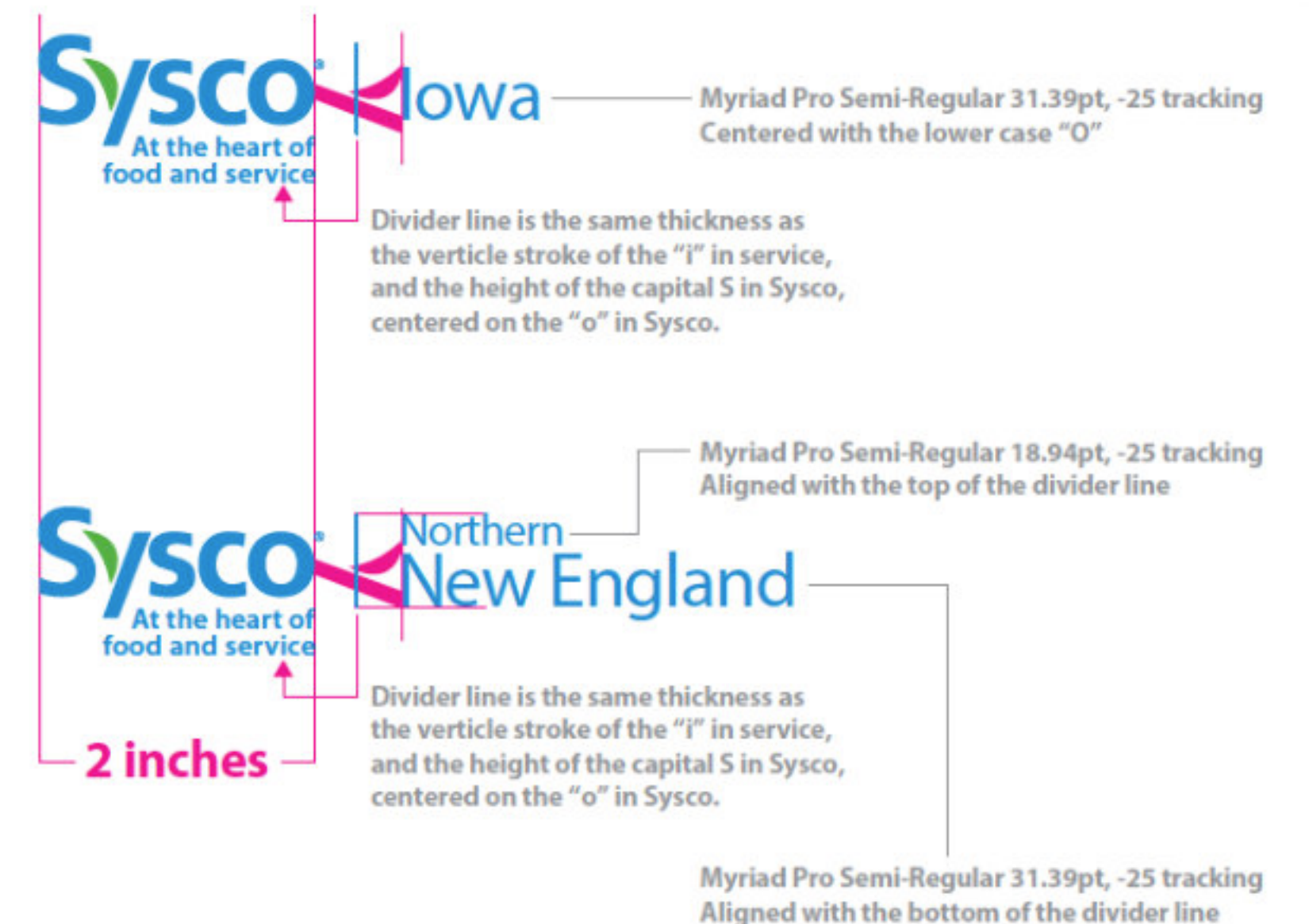
Strawberry



Beef



Seafood



Need to hire **experienced talent?** **Let's connect!**

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